

Can Pride of Dakota make your business more profitable?

Did you know that Pride of Dakota products can benefit your retail business? Here are a few ways the North Dakota Department of Agriculture can help:

- **Web Site Advertising**
We can put your store information on our web site advertising that you carry Pride of Dakota products!
- **Preferred Caller List**
We can put you on a preferred caller list – which means when we get a request of where to find Pride of Dakota products – you'll be on the list!
- **New Product Notification**
We can notify you on a quarterly basis of new Pride of Dakota members and their products!
- **Point of Sale Materials**
We can provide you with Pride of Dakota signage and posters for your store!
- **Public Relations Support**
We can help you write press releases on your store and the fact that you carry Pride of Dakota products!

Turn the page to find out more!

Contact Information:

ND Department of Agriculture
600 East Boulevard Avenue, Dept. 602
Attn: Sara Wagner
Bismarck, ND 58505-0020

E-mail: sawagner@state.nd.us

Web site: www.agdepartment.com



Web Site Advertising

We can put your store information on our web site advertising that you carry Pride of Dakota products!

The North Dakota Department of Agriculture has a website, www.agdepartment.com, which has a complete Pride of Dakota section. The website is widely used by a number of people across the state and country.

Have your store's name, address and phone listed on the site - even put an e-mail address and a link to your web site. This is a great form of free advertising for you!

Preferred Caller List

We can put you on a preferred caller list – which means when we get a request of where to find Pride of Dakota products – you'll be on the list!

We constantly receive calls and e-mails from consumers requesting to buy Pride of Dakota/North Dakota products! We would like to start a database of stores who carried these products so we can refer the customer to you!

This list would not be shared with others and would be used solely as a reference list for our office.

New Product Notification

We can notify you on a quarterly basis of new Pride of Dakota members and their products!

New members continually join our program. To keep abreast of new companies and new products, you will receive e-mails on a quarterly basis. You will be one of the first stores to know about an exciting new Pride of Dakota company!

Point of Sale Materials

We can provide you with Pride of Dakota signage and posters for your store!

Pride of Dakota has a variety of Pride of Dakota signage that you can utilize in your store. Here's what we have:

Poster: An 11 x 17 inch color poster that states
"Proudly supporting North Dakota Companies"

Shelf Talkers: 10 7/8" x 7 1/2" "
5" x 3 1/2"
3 1/4" x 1 1/4"

Pride of Dakota Directories: The membership directory lists all of the Pride of Dakota members. There are almost 400 members!

Public Relations Support

We can help you write press releases on your store and the fact that you carry Pride of Dakota products!

We have a press questionnaire that you fill out and we can help you write a press release! To qualify for this benefit, you must carry Pride of Dakota products!

It's simple – you fill out the questionnaire, send it back to us and we write it! After we write the release we'll send it to you for revisions/corrections and we will fix them for you. We will then send it back to you with a sample cover sheet and instruction sheet on how to get the release out to the media!

If you are interested in any of these free promotions, please fill out the following information and send or fax it back to Sara at:

ND Dept of Agriculture
600 East Boulevard Avenue, Dept. 602
Attn: Sara
Bismarck, ND 58505-0020

Or fax it to: (701) 328-4567

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

Store Description: _____

- 1) I would like to be put on the web site:
Yes _____ No _____
- 2) I would like a press release questionnaire:
Yes _____ No _____
- 3) I would like to be put on the preferred caller list:
Yes _____ No _____
- 4) I would like to be on a update list:
Yes _____ No _____
- 5) I would like Pride of Dakota signage:
Yes _____ No _____

If you answered yes to question 5, please specify what signage you would like: _____
